



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

**Contract # 848312**

**Schedule Dates** 08/16/12-08/29/12  
**Advertiser** League of Conservation Voters-Majority PAC (3975  
**Agency/T-Code** Waterfront Strategies (8116)/154583751  
**Product** Political - US Senate (1176)  
**Brand** LCV/Senate Majority PAC (175692)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 126/133/1611  
**Account Types** National/Political PAC - Agency  
**Billing Type** Standard  
**Comments** LCV/SENATE MAJ PAC  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/14/12  
**Last Modified** 08/15/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06277711  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,751.00  
**Net Total** \$49,589.00  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Aug. 2012	55	\$41,510.00
Sep. 2012	19	\$16,830.00
<b>Grand Total:</b>	<b>74</b>	<b>\$58,340.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	10A- 10:58A (ET)	1				X	X			2	\$500.00	\$1,000.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	8/14/12
2.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	12P- 12:57P (ET)	2				X	X			4	\$460.00	\$1,840.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/14/12
3.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	4:30A- 4:59A (ET)					1	1			4	\$150.00	\$600.00	Norfolk (WVEC) (WVEC)	430AM NEWS	8/14/12
4.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	5:29P- 5:58P (ET)	1	X	X	X					2	\$1,200.00	\$2,400.00	Norfolk (WVEC) (WVEC)	NEWS	8/14/12
5.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	6P- 6:30P (ET)	1	X	X	X					2	\$1,400.00	\$2,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/14/12
6.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	6:58P- 7:28P (ET)					1	1			4	\$1,500.00	\$6,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/14/12
7.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	7:28P- 7:57P (ET)		1	1	1					6	\$1,800.00	\$10,800.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/14/12
8.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	9A- 10A (ET)	3				X	X			6	\$500.00	\$3,000.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/14/12
9.0	Normal Line / SPOT	08/18/12-08/25/12	4	:30	5:58A- 8A (ET)							1		2	\$380.00	\$760.00	Norfolk (WVEC) (WVEC)	NEWS	8/14/12
10.0	Normal Line / SPOT	08/19/12-08/26/12	4	:30	9:58A- 11A (ET)								2	4	\$320.00	\$1,280.00	Norfolk (WVEC) (WVEC)	THIS WEEK	8/14/12
11.0	Normal Line / SPOT	08/19/12-08/26/12	4	:30	5:58A- 8A (ET)								1	2	\$320.00	\$640.00	Norfolk (WVEC) (WVEC)	NEWS	8/14/12
12.0	Normal Line / SPOT	08/19/12-08/26/12	4	:30	8A- 9A (ET)								1	2	\$580.00	\$1,160.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/14/12
13.0	Normal Line / SPOT	08/19/12-08/26/12	4	:30	9A- 9:30A (ET)								1	2	\$200.00	\$400.00	Norfolk (WVEC) (WVEC)	WALL STREET JOURNAL	8/14/12
14.0	Normal Line / SPOT	08/16/12-08/26/12	4	:30	11P- 11:35P (ET)	2				X	X	X	X	4	\$2,000.00	\$8,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12

**CONFIRMATION CONTRACT**

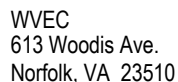
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



<b>Contract #</b>	<b>848312</b>
<b>Schedule Dates</b>	08/16/12-08/29/12
<b>Advertiser</b>	League of Conservation Voters-Majority PAC (3975
<b>Agency/T-Code</b>	Waterfront Strategies (8116)/154583751
<b>Product</b>	Political - US Senate (1176)
<b>Brand</b>	LCV/Senate Majority PAC (175692)
<b>Salesperson</b>	Blair, Cheryl (2205)
<b>Sales Office</b>	TeleRep - Philadelphia
<b>Buyer Name</b>	
<b>Phone/Fax</b>	/
<b>CPE</b>	126/133/1611
<b>Account Types</b>	National/Political PAC - Agency
<b>Billing Type</b>	Standard
<b>Comments</b>	LCV/SENATE MAJ PAC ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

<b>Date Entered</b>	08/14/12
<b>Last Modified</b>	08/15/12
<b>Entered By</b>	Penne Marsh
<b>CO-OP</b>	No
<b>Headline #</b>	06277711
<b>Demo</b>	
<b>Order Type</b>	Normal
<b>Package Deal</b>	
<b>Commission %</b>	15.00
<b>Commission</b>	\$8,751.00
<b>Net Total</b>	\$49,589.00
<b>Sales Tax</b>	

Norfolk (WVEC) (WVEC)		
<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Aug. 2012	55	\$41,510.00
Sep. 2012	19	\$16,830.00
Grand Total:	74	\$58,340.00

[illegible]

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------